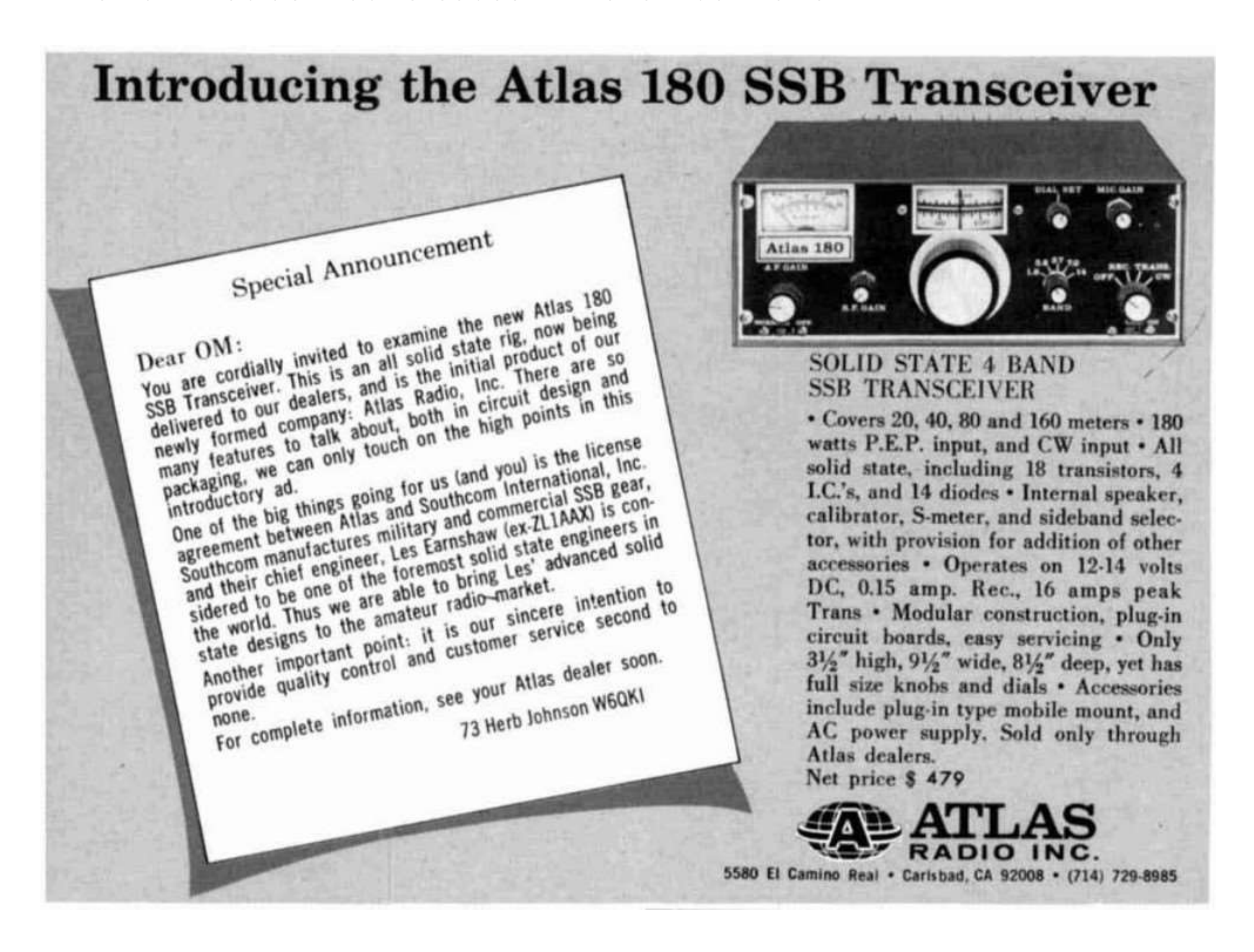
The 1st Atlas ad was released in December 1973:



The company really started in 1974:

Atlas-180 ...No Repeater Required.



WITH THIS MOBILE RIG YOU CAN QSO all over the state, across the country, and even work intercontinental DX, right from the driver's seat, and without the aid of a repeater! Only a little bigger than a 2 meter FM rig, the Atlas-180 is an all-solid-state SSB-CW Transceiver that covers 4 bands, 20-40-80, and 160 meters, with a power input rating of 180 watts, and sells for only **$479.** See your Atlas dealer for complete details, or write us for a brochure and dealer list.



5580B El Camino Real Phone (714) 729-8985
Mail Address: P.O. Box A, Carlsbad, California 92008

Is this the Atlas-180?



Well, not exactly. It's the SouthCom AN/URC-87(V) Man-Pack Military Radio. The URC-87 is a completely solid state portable man-pack and vehicular HF-SSB radio set for military, police, survey, and point-to-point communications throughout the world. It is today's and tomorrow's outstanding portable radio set.

So what does this have to do with the Atlas-180?

THE URC-87 and the Atlas-180 are what you might call 'first cousins.' Atlas Radio is licensed by SouthCom International, and thus has access to the advanced state-of-the-art circuit designs by Les Earnshaw, President of SouthCom. Les is widely recognized as one of the foremost solid state radio engineers in the world, and the URC-87 is an outstanding example of his work.



The Atlas-180 uses the same basic circuitry as the URC-87. There are some differences of course, such as a tuneable VFO in place of the frequency synthesizer, and we can't guarantee underwater operation. But the outstanding receiver and transmitter performance is there, and accomplished with far fewer components than any comparable equipment. Together the URC-87 and the Atlas-180 enjoy a reputation for performance and reliability that make them truly superior transceivers, the envy of competitors.

There are now over 1000 Atlas-180's on the air all over the world. Their growing reputation for excellent quality, receiver sensitivity, selectivity, and transmitter punch, all ties back to the URC-87. Immunity to overload and cross modulation from strong adjacent channel stations is nothing short of fantastic. Selectivity is provided by a new 8 pole ladder designed super filter, with shape factor and ultimate rejection superior to practically any other receiver or transceiver! And the front end design permits full utilization of the filter's capabilities.

The one area where we have an edge over the URC-87 is in transmit power, and that's because the Atlas-180 doesn't have to operate on self contained batteries. The 100 watts of output speaks out with real authority!

Modular construction with plug in circuit boards permits easy servicing, when required. However, built to top commercial specs, this isn't very often. But when service is needed, Atlas Radio backs every set with a service policy second to none. Your satisfaction is guaranteed.

73
Herb Johnson, W6QKI

Season's Greetings from all the Gang at Atlas Radio.



490 Via Del Norte Phone (714) 433-1983
Oceanside, California 92054

See your Atlas dealer for complete details, or drop us a card and we'll be pleased to mail you a brochure and dealer list.